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Trade Direct
ML+

1997 TRADE DIRECT MARKETING PROGRAM**--- CONFIDENTIAL --- FOR RJR USE ONLY****TRADE PARTNER GUIDELINES
FULL PRICE BRANDS****QUALIFICATIONS**

- CHAIN MUST BE A PARTICIPANT IN THE 1997 RETAILER ACCRUAL PROGRAM AT MATCH LEVEL.
- C-STORE CHAIN MUST BE AT A LEVEL II OR III MERCHANDISING PLAN.
- SUPERMARKET CHAIN MUST BE AT A LEVEL II MERCHANDISING PLAN.
- CIGARETTE OUTLET CHAIN MUST BE AT A LEVEL II OR III MERCHANDISING PLAN.

FUNDING

- RJR AND RETAILER MATCH DOLLARS FUND FULL PRICE TRADE DIRECT MARKETING PROGRAMS.
- IN SELECTED SITUATIONS, THE BASE ACCRUAL DOLLARS (THOSE LEFT AFTER GAP PRICING NEEDS HAVE BEEN TAKEN CARE OF) CAN BE USED.
- RJR MATCH DOLLARS MUST FUND THE COUPON REDEMPTION IN A FAIR TRADE STATE IF THE COUPON TAKES THE PACK OR CARTON PRICE BELOW THE STATE MINIMUM.

RECOMMENDATIONS FOR SELECTION CRITERIA

- CHAIN SHOULD BE AN RJR PARTNER AND A STRATEGICALLY IMPORTANT PLAYER.
- C-STORE CHAIN SHOULD HAVE A 100+ TOTAL INDUSTRY WEEKLY CARTON VOLUME.
- SUPERMARKET CHAIN SHOULD HAVE AN RJR WEEKLY CARTON VOLUME OF 80+.
- CIGARETTE OUTLET CHAIN SHOULD HAVE A 500+ TOTAL INDUSTRY WEEKLY CARTON VOLUME.
- CHAIN SHOULD BE A MAJOR PLAYER IN THE MARKET (MAILINGS TO LESS THAN 40,000 HOUSEHOLDS ARE NOT RECOMMENDED).
- NO PRESENTATIONS ON TRADE DIRECT MARKETING PROGRAMS TO CHAINS UNTIL INFORMATION SHEET (ATTACHMENT B) HAS BEEN REVIEWED BY K WADIA OR JACQUIE MCLAURIN.

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1997 TRADE DIRECT MARKETING PROGRAM**FIELD SALES MANAGEMENT RESPONSIBILITY**

- IF CLARIFICATION IS NEEDED ON ANY OF THE INFORMATION CONTAINED IN THIS DOCUMENT, PLEASE CALL K WADIA (EXT. 7004) OR JACQUIE MCLAURIN (EXT. 4382).
- ENSURE THE TIMELY DELIVERY OF THE INFORMATION SHEET (ATTACHMENT B) AND THE REQUESTED ADDRESS/ZIP CODE INFORMATION (SEE ATTACHMENT C FOR INSTRUCTIONS). THE ADDRESS/ZIP CODE INFORMATION SHOULD BE COMPILED VIA DATA GRAB AND E-MAILED TO NIKKI D. LAIL. NIKKI'S EXTENSION IS 0460 SHOULD YOU HAVE ANY QUESTIONS. WE PREFER THAT THE INFORMATION SHEET (ATTACHMENT B) ALSO BE E-MAILED.
- WHERE APPROPRIATE, EVERY EFFORT SHOULD BE MADE TO HAVE A REPRESENTATIVE FROM THE CHAIN'S DIRECT ACCOUNT ACCOMPANY YOU ON THE CHAIN PRESENTATION. THIS WILL SOLIDIFY THE RELATIONSHIP YOU HAVE WITH THE DIRECT ACCOUNT AND THE RELATIONSHIP THE DIRECT ACCOUNT HAS WITH THE CHAIN. THIS IS BUILDING A "THREE WAY ALLIANCE".
- ENSURE THE CHAIN'S ADVERTISING AGENCY SENDS THE CHAIN'S LOGO AND THE ART FOR THEIR TOP PANEL BY THE DEADLINE LISTED ON ATTACHMENT E TO THE RJR ADVERTISING AGENCY: COYNE BEAHM, ATTENTION: REBECCA BARKER, 8515 TRIAD DRIVE; COLFAX, NC 27235; PHONE: (910) 996-1255.
- OBTAIN THE CHAIN'S APPROVAL OF THE COMPOSITE (PROOF) SENT TO YOU AND ADVISE THE TRADE DIRECT MARKETING GROUP (TDMG) BY THE DEADLINE LISTED ON ATTACHMENT E.
- RECOMMEND A PLUS-OUT TO THE PARTICIPATING STORES IN SUPPORT OF THE ANTICIPATED INCREMENTAL VOLUME.
- ENSURE THE CHAIN'S STORES THAT ARE PARTICIPATING AND THE APPLICABLE RJR FIELD SALES PEOPLE ARE NOTIFIED OF THE PROGRAM SPECIFICS AT LEAST ONE WEEK PRIOR TO THE MAIL OUT DATE, I.E., THE OFFER, COUPON VERBIAGE ("COUPONS ONLY GOOD AT 'ZIP MART' STORES"), BRANDS, LOCATIONS, REDEMPTION LOGISTICS, BEGINNING/EXPIRATION DATES, AND THAT THE COUPONS ARE STORE/RETAILER COUPONS, AND NOT MANUFACTURER. A SAMPLE LETTER WILL BE FORWARDED TO YOU SEVERAL WEEKS PRIOR TO THE MAIL OUT DATE.
- MAKE THE BUDGET ADJUSTMENT FOR YOUR RECORDS ONCE YOU RECEIVE THE INFORMATION FROM THE TDMG; THE ACTUAL BUDGET TRANSFER WILL BE MADE IN WINSTON-SALEM.
- RETURN THE COMPLETED PROGRAM RESULTS SHEET (ATTACHMENT D) TO THE TDMG WITHIN FOUR WEEKS OF THE PROGRAM'S EXPIRATION DATE.

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1997 TRADE DIRECT MARKETING PROGRAM**SPECIFICS OF PROGRAM**

- **MAILER INFORMATION:**
 - CHAIN IS GIVEN AN INSIDE PANEL FOR THEIR LOGO AND CREATIVE TO PROMOTE OTHER INSTORE SPECIALS OR ITEMS SUCH AS GAS, FOUNTAIN DRINKS, DELI SPECIALS, TELEPHONE CARDS, ETC., WITH OR WITHOUT COUPONS.
 - CHAIN LOGO ALSO GOES ON THE OUTSIDE PANEL.
 - COUPON EXPIRATION DATE SHOULD BE 60 DAYS FROM THE DAY THE MAILERS ARE EXPECTED TO HIT THE HOUSEHOLDS.
 - COUPONS ARE STORE/RETAILER COUPONS (NOT MANUFACTURER) & SHOULD NOT BE SUBMITTED TO THE COUPON REDEMPTION CENTER; HOWEVER, IF THE CHAIN'S STORES SCAN, A UPC NUMBER OR LOOK-UP NUMBER (PLU) CAN BE PRINTED ON THE COUPONS FOR EASE IN TALLYING, I.E., PAYMENT FOR THE COUPONS COULD BE MADE OFF THE SCAN DATA OR PLU DATA AT THE END OF THE PROGRAM.
 - ART CAN BE REPRODUCED USING 4-COLOR PROCESS, PLUS 1 COLOR, IF DESIRED.
- **THE CHAIN'S LOGO AND THE ART FOR THE TOP PANEL SHOULD BE SUBMITTED TO COYNE BEAHM BY THE DATE LISTED ON ATTACHMENT E AS FOLLOWS:**
 - DIGITAL ART SHOULD BE PROVIDED IN A MACINTOSH FORMAT WITH EPS ART FILES CREATED IN EITHER FREEHAND OR QUARK SOFTWARE. INCLUDE THE ORIGINAL ART FILES & ALL SCREEN & PRINTER FONTS USED (ADOBE ONLY).
 - IF THE CHAIN'S LOGO CANNOT BE OBTAINED ON A DISC, SUBMIT A FIRST GENERATION BLACK & WHITE AD SLICK REFLECTING THE COLOR BREAKS & ALL PMS COLORS.

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